



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 331233

Schedule Dates 10/09/12-10/15/12
Advertiser Pol/Iss/NC Citizens 4 Progress (16868)
Agency Shorr & Associates (2909)
Product Political - Issue (1068)
Brand NC CITIZENS PROGRESS (136194)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name D'ETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments NC CITIZENS PROGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** NC CITIZENS FOR PROGRESS

Date Entered 09/12/12
Last Modified 10/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06313244
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,925.00
Net Total \$50,575.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012 38
Grand Total: 38
Spots 38
Rate \$59,500.00

Line	Line Type / Break Type (Ref #)	Dates			Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/23/12-10/26/12			2	:30	5:30A- 6A (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
1.1	Normal Line / Spot	10/09/12-10/12/12			2	:30	5:30A- 6A (EST)			1	1	1	1			1	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
2.0	Revised Line / Spot	10/29/12-10/29/12			2	:30	5:30A- 6A (EST)		1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
2.1	Normal Line / Spot	10/15/12-10/15/12			2	:30	5:30A- 6A (EST)		1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
3.0	Revised Line / Spot	10/23/12-10/26/12			2	:30	7A- 8A (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
3.1	Normal Line / Spot	10/09/12-10/12/12			2	:30	7A- 8A (EST)			1	1	1	1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
4.0	Revised Line / Spot	10/29/12-10/29/12			2	:30	7A- 8A (EST)		1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
4.1	Normal Line / Spot	10/15/12-10/15/12			2	:30	7A- 8A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
5.0	Revised Line / Spot	10/23/12-10/23/12			2	:30	8A- 9A (EST)			1									Charlotte (WSOC)	1X MAX/DAY	9/12/12
5.1	Normal Line / Spot	10/09/12-10/09/12			2	:30	8A- 9A (EST)			1						1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
6.0	Revised Line / Spot	10/29/12-10/29/12			2	:30	8A- 9A (EST)		1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
6.1	Normal Line / Spot	10/15/12-10/15/12			2	:30	8A- 9A (EST)		1							1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
7.0	Revised Line / Spot	10/23/12-10/26/12			2	:30	1P- 1P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
7.1	Normal Line / Spot	10/09/12-10/12/12			2	:30	1P- 1P (EST)			1	1	1	1			1	\$800.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

CONFIRMATION CONTRACT

Accepted Station:

Accepted Station:

Date:

Date:

Comments:

WS XC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Agency

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Product

Political - Issue (1068)

Brand

NC CITIZENS PROGRESS (136194)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

D'ETTORRE, MICHAEL

Phone/Fax

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CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

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8.0	Revised Line / Spot	10/29/12-10/29/12	7	:30	12P-1P (EST)	1	1							1			Charlotte (WSOC)	1X MAX/DAY	9/12/12
8.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	12P-1P (EST)	1	1							1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
9.0	Revised Line / Spot	10/23/12-10/26/12	4	:30	4P-5P (EST)			2	2	2	2						Charlotte (WSOC)	2X MAX/DAY	9/12/12
9.1	Normal Line / Spot	10/09/12-10/12/12	4	:30	4P-5P (EST)			2	2	2	2			8	\$850.00	\$6,800.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
10.0	Revised Line / Spot	10/29/12-10/29/12	4	:30	4P-5P (EST)	2	2										Charlotte (WSOC)	2X MAX/DAY	9/12/12
10.1	Normal Line / Spot	10/15/12-10/15/12	4	:30	4P-5P (EST)	2	2							2	\$850.00	\$1,700.00	Charlotte (WSOC)	2X MAX/DAY	10/5/12
11.0	Revised Line / Spot	10/23/12-10/26/12	2	:30	5:30P-6P (EST)			1	1	1	1						Charlotte (WSOC)	1X MAX/DAY	9/12/12
11.1	Normal Line / Spot	10/09/12-10/12/12	2	:30	5:30P-6P (EST)			1	1	1	1			4	\$2,600.00	\$10,400.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
12.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	5:30P-6P (EST)	1	1										Charlotte (WSOC)	1X MAX/DAY	9/12/12
12.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	5:30P-6P (EST)	1	1							1	\$2,600.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
13.0	Revised Line / Spot	10/24/12-10/25/12	2	:30	6P-6:30P (EST)				1	1							Charlotte (WSOC)	1X MAX/DAY	9/12/12
13.1	Normal Line / Spot	10/10/12-10/11/12	2	:30	6P-6:30P (EST)				1	1				2	\$3,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
14.0	Revised Line / Spot	10/24/12-10/24/12	2	:30	11P-11:35P (EST)												Charlotte (WSOC)	1X MAX/DAY	9/12/12
14.1	Normal Line / Spot	10/10/12-10/10/12	2	:30	11P-11:35P (EST)									1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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15.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	11P- 11:35P (EST)	1								1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
15.1	Normal Line / Spot	10/15/12-10/15/12	2	:30	11P- 11:35P (EST)	1	1							1	\$4,000.00	\$4,000.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
16.0	Revised Line / Spot	10/27/12-10/27/12	2	:30	7A- 8A (EST)	1							1	1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
16.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	7A- 8A (EST)	1							1	1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12
17.0	Revised Line / Spot	10/29/12-10/29/12	2	:30	9A- 9A (EST)	1							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	9/12/12
17.1	Normal Line / Spot	10/13/12-10/13/12	2	:30	8A- 9A (EST)	1							1	1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	1X MAX/DAY	10/5/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser

Date:

Accepted Station:

Date:

Comments:

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